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Professional Development January 2-3  
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# The Ins/Outs Of The Team/League Business

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MAS - 1.5 pts

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8:00 am - 9:30 am

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## INS/OUTS OF THE TEAM/LEAGUE BUSINESS

### I. DO I REALLY WANT TO PURSUE THIS BUSINESS?

- A. Lower margins and headaches
- B. Grow your Business
- C. 80/20 rule
- D. Stability during recessions

### II. FINDING THE BUSINESS

- A. Make sure the business can find you.
- B. Get involved in local leagues.
- C. Go to the games.
- D. Google
- E. Local newspaper
- F. Local schools-where to start and where not to start.

### III. SECURING THE BUSINESS

- A. Educate yourself to the needs of the team/league business.
- B. Know what products you have access to and what you can't get.
- C. You have to be in the "ballpark" on pricing, but service is what they have been missing. On-time delivery is CRITICAL!!
- D. Pricing.
- E. Parent shirts...this is where the real money is!
- F. Don't chase money with the leagues.
- G. Solve their problem

I. DELIVER EFFECTIVELY

- A. Look for vendors with no minimum order and same-day shipping. This business is a “tomorrow” business and add-ons are a guarantee.
- B. Know your limitations.
- C. Baker’s Dozen on all **decorated** product.

II. PROBLEMS

- A. Number one problem is add-ons.
- B. Climate.
- C. It’s not a 200 piece order, it’s 100-12 piece orders.
- D. Loyalty vs. Turnover. New leadership every 2-3 years.
- E. Seasonality.

III. TIDBITS

- A. Different from other business. Uniformity is VERY important.
- B. Advertise your other products.

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